



## Iowa City Area Development Group

Extraordinary opportunities  
in unexpected places.



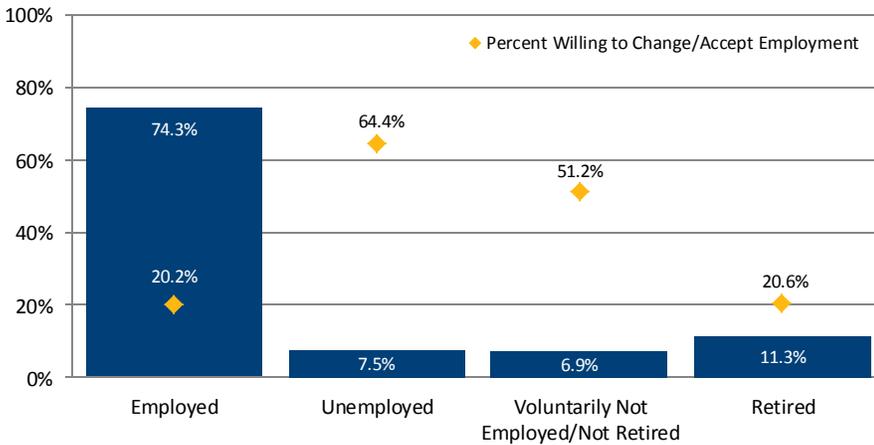
# LABORSHED ANALYSIS

A Study of Workforce Characteristics  
*Released November 2012*

# Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Iowa City Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed analysis addresses underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked and distance willing to commute to work.

## Employment Status\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

**Total Potential Labor Force: 381,898 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (93,338)**

- 77,572 Employed
- 2,694 Unemployed
- 4,126 Voluntarily Not Employed, Not Retired
- 8,946 Retired

## Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are working at wages equal to or less than the national poverty level; and/or who are working in positions that do not meet their skill or education levels, or worked for higher wages at previous employment.

- 1.2% Inadequate hours (931 people)
- 1.7% Mismatch of skills (1,319 people)
- 0.7% Low income (543 people)
- 3.2% Total estimated underemployment (2,482 people)

Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	30.3%	85,976	76.5%	13.2%	4.0%
Healthcare & Social Services	14.4%	40,860	83.1%	20.4%	3.1%
Manufacturing	11.4%	32,348	70.5%	25.6%	13.1%
Wholesale & Retail Trade	11.4%	32,348	66.2%	32.6%	12.3%
Transportation, Communication & Utilities	7.2%	20,430	69.2%	18.5%	2.6%
Finance, Insurance & Real Estate	6.1%	17,309	82.1%	26.1%	0.0%
Professional Services	5.6%	15,890	65.6%	4.8%	25.0%
Public Administration & Government	4.3%	12,201	69.6%	12.5%	4.3%
Construction	2.9%	8,229	61.1%	36.4%	22.2%
Personal Services	2.7%	7,661	83.3%	20.0%	0.0%
Entertainment & Recreation	1.9%	5,391	87.5%	14.3%	0.0%
Agriculture, Forestry & Mining	1.6%	4,540	100%	0.0%	0.0%
Active Military Duty	0.2%	568	*	*	*

\* Insufficient survey data/refused

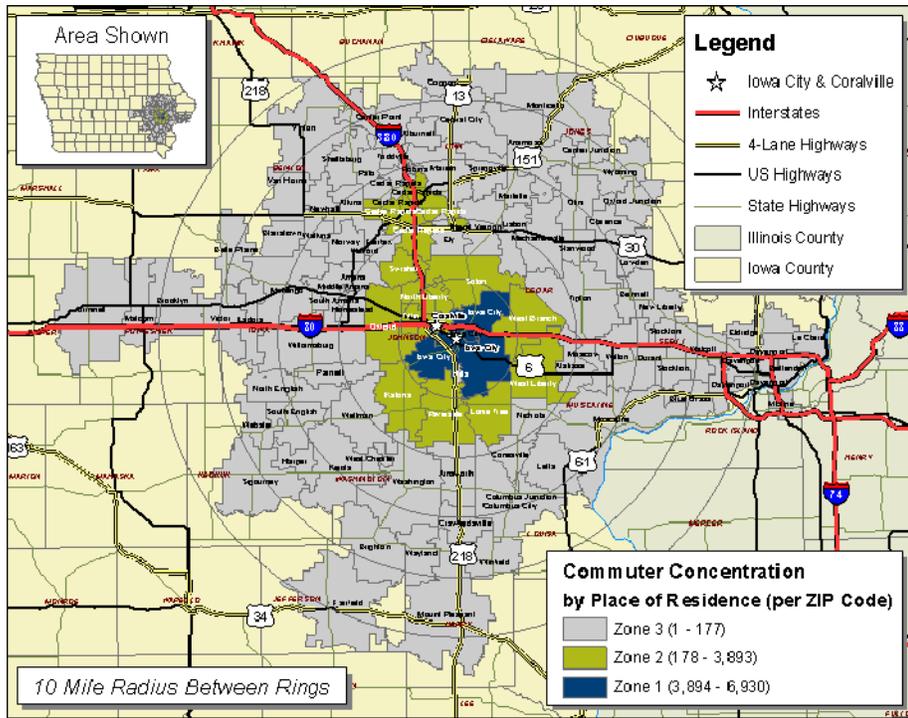
Survey respondents from the Iowa City Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

## Quick Facts

(Employed - willing to change employment)

- 13.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 47 years old
- 39.1% currently working within the professional, paraprofessional & technical occupational category followed by 16.1% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.corridorcareers.com](http://www.corridorcareers.com)
    - [www.monster.com](http://www.monster.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Local/Regional newspapers
    - The Gazette - Cedar Rapids
    - Iowa City Press Citizen
  - Networking through friends, family and acquaintances
  - Local IowaWORKS Centers
  - Trade Publications

# Iowa City Laborshed Area



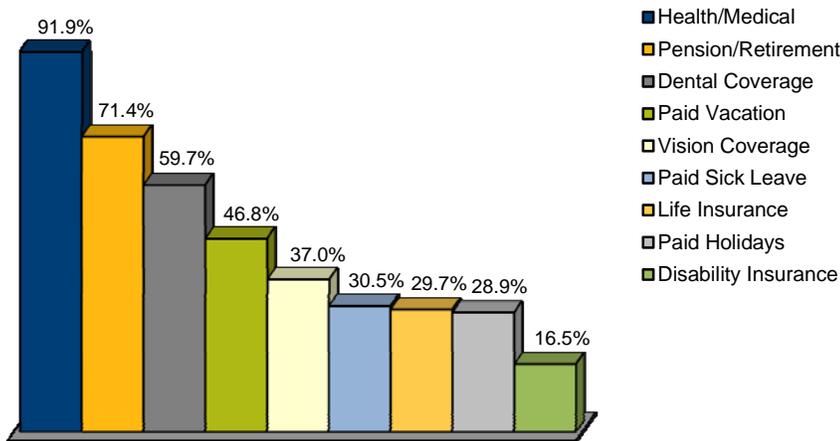
## Commuting Statistics

The map at the left represents commuting patterns into Iowa City/Coralville with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Iowa City Laborshed area are willing to commute an average of 22 miles one way for employment opportunities.



## Benefits Currently Offered



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (75.9%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.0 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

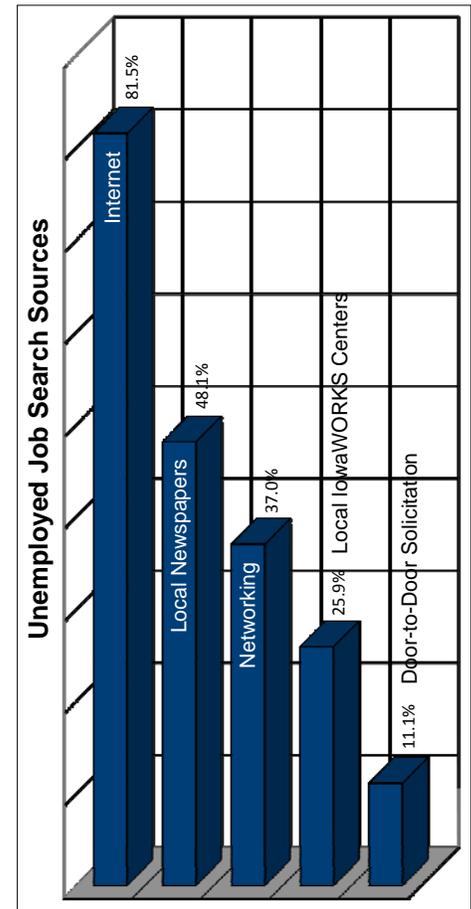
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	50.0%	11.1%	16.7%	\$37,500	\$14.50
Manufacturing	63.9%	11.5%	32.8%	\$90,000	\$18.00
Transportation, Communication & Utilities	79.5%	17.9%	48.7%	\$57,500	\$21.42
Wholesale & Retail Trade	64.6%	12.3%	30.8%	\$48,000	\$10.50
Finance, Insurance & Real Estate	89.3%	25.0%	46.4%	\$48,000	\$15.00
Healthcare & Social Services	86.2%	16.9%	58.4%	\$67,000	\$15.00
Personal Services	58.3%	0.0%	50.0%	\$60,000	*
Entertainment & Recreation	*	*	*	*	*
Professional Services	75.0%	9.4%	46.9%	\$70,000	\$10.00
Public Administration & Government	91.3%	21.7%	30.4%	\$52,000	\$23.00
Education	91.9%	7.4%	75.9%	\$57,000	\$15.00

*This table includes all respondents without consideration of employment status or willingness to change/enter employment.*

*\*Insufficient survey data/refused*

## Unemployed - Those Willing to Enter/Re-enter Employment

- An estimated 2,694 unemployed individuals are willing to accept employment
- Average age is 47 years old
- 55.2% are male; 44.8% are female
- Education:
  - 72.4% have an education beyond high school
  - 6.9% have an associate degree
  - 31.0% have an undergraduate degree
  - 3.4% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$13.50/hr. with a median of the lowest wage of \$11.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 58.6% expressed interest in temporary and seasonal employment opportunities
- 41.4% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 84.6%
  - Paid vacation - 46.2%
  - Pension/retirement options - 46.2%
  - Dental coverage - 38.5%
  - Vision coverage - 30.8%
  - Paid holidays - 19.2%
  - Life insurance - 15.4%
  - Paid sick leave - 15.4%
  - Prescription drug coverage - 15.4%
  - Disability insurance - 7.7%
  - Hiring bonuses - 3.8%
  - Paid time off - 3.8%
  - Stock options - 3.8%
- 65.0% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



### Sponsored in Partnership with



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